



Grow Appalachia's food security programming is made possible by John Paul DeJoria and JP's Peace, Love & Happiness Foundation.



2017 PROGRAM UPDATES

1,186 FAMILIES
ENROLLED IN THE
2017 PROGRAM



5,020 FAMILIES
UNIQUE FAMILIES
ENROLLED SINCE 2010



824,126 LBS
ORGANIC PRODUCE
GROWN IN 2017



3.78 MILLION LBS
OF ORGANIC PRODUCE
SINCE 2010

\$141,874
SALES FOR OUR MARKET
GARDENERS IN 2017



\$518,615
SALES FOR OUR MARKET
GARDENERS SINCE 2010



\$9,341,209
THE MARKET VALUE OF PRODUCE GROWN BY GROW APPALACHIA FAMILIES

WORKING WITH FAMILIES OF
CENTRAL APPALACHIA TO BE
**BETTER
NOURISHED,
HEALTHIER &
ECONOMICALLY
STRONGER.**

GROW APPALACHIA PROGRAMMING PRIORITIES:

SOCIAL ENTERPRISE

MANUFACTURING &
INSTALLING HIGH
TUNNELS IN THE
REGION. SELLING
ORGANIC PRODUCTS TO
FARMERS.

TECHNICAL ASSISTANCE

PRODUCTION PLANNING
& DIRECT SUPPORT
TO HIGH TUNNEL
PRODUCERS AND
VEGETABLE GROWERS IN
THE REGION.

FOOD SECURITY

WORKING WITH
FAMILIES IN 6
STATES OF CENTRAL
APPALACHIA TO
INSTALL BACKYARD AND
COMMUNITY GARDENS.

FEEDING CHILDREN

SERVING MEALS
AFTER SCHOOL AND
DURING THE SUMMER
TO KIDS WHO MIGHT
NOT OTHERWISE EAT
OUTSIDE OF SCHOOL.

**GRANTS + OTHER
DONATIONS:**
in-hand: \$630,000
committed:
\$635,000

**LOCAL PARTNER
LEVERAGED
RESOURCES:**
\$613,000

**SOCIAL
ENTERPRISE
GROSS RECEIPTS:**
\$138,000

**TECHNICAL
ASSISTANCE GROSS
RECEIPTS:**
\$67,000



**DANITA LOCK
GARDENER**

“Go Grow Appalachia! I wish it could be bigger, and I hope it does grow and influence more lives and help educate people so that they can learn to be more conscious of what they put in their body and more conscious of what their choices are actually doing to them. And be able to have a little bit more control. And be able to experience this joy. Because it really is, it's pure joy seeing your food grow in your garden. It's beautiful. It's a beautiful experience. It's hard work, but it's rewarding.”

TWO YEAR PROGRAM EVALUATION RESULTS:

GARDENING SKILLS & KNOWLEDGE

ALL RESEARCH SHOWS THAT PARTICIPATING FAMILIES OF GROW APPALACHIA HAVE SHOWN A SIGNIFICANT INCREASE IN THEIR KNOWLEDGE OF GARDENING, HOME COOKING AND FOOD PRESERVATION.

PERSONAL & HOUSEHOLD HEALTH

88% INCREASED THE AMOUNT OF FRESH FOOD THAT WAS AVAILABLE TO THEIR HOUSEHOLDS
85% FELT HEALTHIER AS A RESULT OF GARDENING IN THE PROGRAM
84% BECAME MORE PHYSICALLY ACTIVE

HOUSEHOLD FINANCES

84% REPORT THAT GARDENING BECAME MORE AFFORDABLE
73% REDUCED THEIR GROCERY COSTS
44% \$29,999 OR LESS 2015 HOUSEHOLD INCOME (BEFORE TAXES)

RESPONDANT DEMOGRAPHICS

67% OF RESPONDANTS WERE HOME GARDENERS
63% OF RESPONDANTS WERE FEMALE
62% HAVE 1 OR MORE HEALTH CONDITIONS
45% WERE AGES 25-54
38% WERE AGES 55-74
39% WERE EMPLOYED
20% WERE RETIRED

PERSONAL IMPACT

85% WERE INTRODUCED TO NEW PEOPLE
77% PARTICIPATING CONTINUED THEIR FAMILY FOOD TRADITIONS
75% CREATED NEW FAMILY FOOD TRADITIONS
75% INCREASED THEIR CONNECTION TO THEIR COMMUNITIES
75% BECAME MORE ACTIVE IN THEIR COMMUNITIES
74% IMPROVED THEIR SELF-ESTEEM
71% INCREASED INTERACTION WITH PEOPLE OF DIFFERENT BACKGROUNDS THAN THEM

This research is the result of a partnership between Grow Appalachia and a doctoral student from Penn State University who spent two years evaluating the program with extensive field travel, program wide surveys and personal interviews. This information comes from gardeners currently enrolled in Grow Appalachia as well as graduates of the program, demonstrating the long-lasting impacts of the program.